

Egyptian Cotton Brings Rich Harvest

Crop Proves Golden Treasure of Mesa

Here U. S. Sees Supply For All America

Why is it that Mesa does such an enormous business? This is a question that is often asked by strangers in the little city of some 3,000 persons lying to the southeast of Phoenix. People coming from other sections of the country cannot understand it at first. Most towns of that size are doing a business for a 3,000 population or perhaps for a farming community that will possibly double that population. But Mesa holds a strategic position in the Salt River valley, supplying not alone a large and thriving farming community but a large and prosperous mining area as well. How large is the territory served by Mesa?

That is the next question asked. The question is answered in various ways. The first way would be to say that it serves a territory of from 15,000 to 20,000 persons. The trade is varied, covering almost every line, because the territory is varied, ranging from all manner of farming to all manner of mining. Mesa is the gateway to large mining communities and in consequence does a large freighting business far beyond the boundary of its natural agricultural area.

So when the stranger enters Mesa he is held in the grasp of the spirit of business, he is charmed that he must ask hundreds of questions in order to ease and satisfy his mind. The stores are all doing a large business. The most of them are working beyond their capacity, in point of equipment and space; but capacity means little to these merchants, for when they outgrow themselves they simply go ahead and improve and enlarge. In this way they simply fight their way up to keep abreast of their own business.

It has been a town of fortune making. History of Mesa is the history of success, the history of the poor man who has started with nothing and built himself and his business into six figures. This has been done in the most cases in from ten to fifteen years.

Mesa business is carried on almost by young men, and every business man in Mesa is remarkably young in spirit and method. Mesa cannot be said to be ahead of the times because the times are very good at present but Mesa is in touch with the very pulse of these times and is moving along rapidly in perfect sympathy with every phase of progress.

There are a number of stores in Mesa which are doing a business equal to similar stores in Phoenix and one store is doing the largest business of any store of its kind in the state.

Bio Forwarding Point
The main street and intersections are alive all day with vehicles. Some of these are the property of farmers come to trade, but the observer will see large loads of freight going out almost all the time for the mines and communities remote from Mesa. Many supplies are needed and Mesa offers the greatest inducements and most convenience for trading.

This leads to the fact that Mesa is, and must always be, a wholesale community. Several of the largest stores sell wholesale goods. These stores buy in large quantities, paying mostly cash, with the result that they get everything purchased in large quantities at the base rate and can afford to sell goods as low as Phoenix or the coast, which, plus the close proximity to the field supplied territory, so that the future of Mesa as a great trading point is doubly assured.

Second City in Valley
Mesa is the second city in size and importance in the Salt River valley, located eighteen miles east of Phoenix on the Arizona Eastern railroad.

This line through Mesa connects the smelter and concentrating stamps of Hayden and Winkelman with the outside world. Mesa is the gateway to the Roosevelt dam and the Tonto district. It is one of the best home towns in the southwest, the home spirit prevailing as a dominant factor. Mesa has everything that could be asked in schools, dwellings and business blocks.

Mesa City was founded in 1878 by the Mormons. It was laid out by C. I. Robinson, George W. Shirine, and P. M. Pomeroy, to whom the land was deeded by its locator, D. W. Shirine. George W. Shirine, known as the father of Mesa, died in 1902 at the age of 85 years. The founders of Mesa came from Paris, Idaho. In their search for a suitable location for a settlement they finally decided upon a flat, arid mesa, and in consequence the town of Mesa was started in February, 1878. The first thing to do was to arrange for irrigation of their lands. In a search for suitable channels from the river they discovered an ancient canal which had once brought water to the mesa for irrigation purposes. This solved the problem of water for the time being and the settlement began to grow and prosper. The utilization of the old canal saved the Mormons about \$25,000. All they had to do to make the canal useful was to clean it out and deepen it.

Cotton Industry
As throughout the Salt River valley now the chief industry about Mesa is farming and the allied industries, including dairying, poultry raising, cattle raising and fattening, the culture of all manner of deciduous fruits and garden produce. This year the big crop was cotton, it being a record crop, selling at a record price.

In the city is a cotton gin for the handling of the Egyptian cotton raised in the district, and also a mill for the handling of the seed from the lint. These are equal to any in the valley, but they proved inadequate to the demand, with the result that there is talk of enlarging them for the next crop.

So successful has been the growing of Egyptian cotton in the Mesa district that the acreage this year is being many times increased. Mesa also has a flour mill, a mill which does a large business the year round. The grains for the mill are supplied by the farmers and the grade of the finished product is equal to anything milled in the country.

Building Improvements
One of the recent improvements in building is the new high school, built at a cost of \$45,000. Another improvement is the building of the Salt River Valley bank, now being completed at a cost of \$40,000. Several small business buildings are being erected in the city and others are in prospect.

Mesa district gives the tourist going over the Apache trail the first glimpse of cultivated Arizona, should they be coming this way, or it gives them the last glimpse before entering the desert on their journey over the trail, should they be going out from Phoenix. Auto stage service between Mesa and Phoenix is provided every few minutes and this means of transportation is augmented by a good train service over the Arizona Eastern railroad, making Mesa easy of access at any hour of the day or night. A proposed railroad to Clarkdale will give Mesa another outlet and open to it another trade territory, so that the future of Mesa as a great trading point is doubly assured.

Mesa streets are 25 feet wide. Parks and highways are numerous and great pains have been taken by the people to beautify their homes.

On account of the high value and commercial importance of long staple cotton the United States department of agriculture, about eight years ago began experiments in its production

at the experiment station operated in conjunction with the Pima Indian school at Sacaton, near the Salt River valley, Arizona, says the Phoenix Chamber of Commerce in a report on the situation.

"The first year the methods used in growing Upland cotton were used, and from a field of 250 pounds of lint to the acre, the cotton has been developed to a point where a bale, 500 pounds to the acre, is ordinary, and 600 to 700 pounds per acre is obtained by most farmers. Seed selection and changing and improving methods of cultivation have accomplished this splendid result.

"Farmers that produced 250 pounds per acre eight years ago have, during the past season, produced 700 pounds under general farm practice.

"The problems that are presented to the cotton grower are: cost to produce, soil and climate, labor and markets. The cost of producing has been estimated from actual instances, and is about as follows:

Cost Per Acre	
Farming operations to time of picking	\$15.00
Seed	2.00
Picking, 2 cents per pound	50.40
Ginning	12.00
	\$79.40

"An easy way to estimate cost per acre is to figure the lint cotton at about 12 cents per pound to produce. About 1,800 pounds of seed cotton are required to make 500 of lint.

Soil and Climate

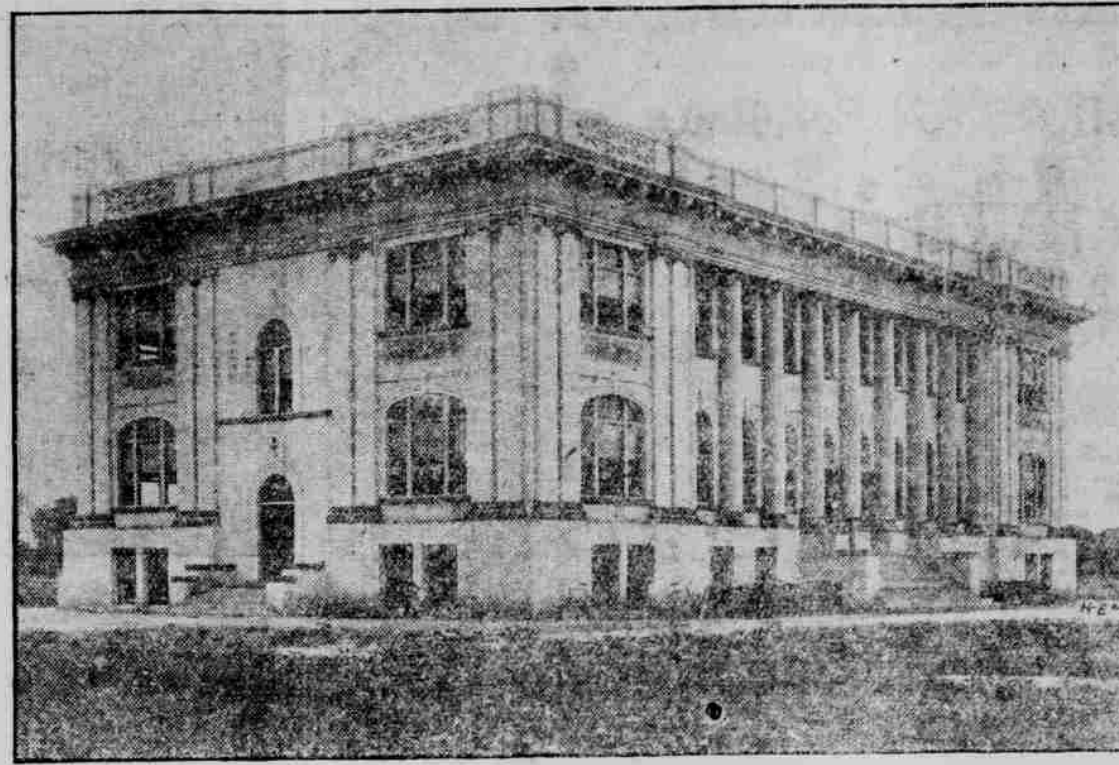
"We have shown that this cotton has made wonderful strides since it was introduced eight or ten years ago, and it is found that the several peculiar conditions needed for its proper growth exist hardly anywhere else on the globe outside of the Salt River valley. Of course, Egypt raises this type, but since the introduction of the variety into Arizona the cotton has improved to such a great extent it is probable that when Egypt is again ready to grow cotton, Arizona's lead will be too far for Egypt to catch up.

"Arizona cotton fields are practically free from pests. Egypt, unfortunately, is seriously troubled with the pink cotton boll weevil, and the damage each year is enormous, sometimes amounting to half the crop. Again, in Egypt the special area that is suited for growing this cotton is small, and here there is a demand for \$200 an acre. What chance has the grower in Egypt when a better cotton can be grown in Arizona on land at \$200 an acre, and the Arizona soil produces many pounds per acre? The department of agriculture states its preference for the Salt River valley, as the locality best suited, both as to soil and climate, for the future source of the long staple cotton supply of the United States.

Labor
"Here again we are favored. In different parts of Arizona are great reservations where Indians in large numbers make their homes. They are peaceful, and in the majority are good workers. They are inclined to agriculture and to the raising of cattle. They find the cotton picking to their liking. They can camp in convenient places and all the family can work, and they do. These Indian tribes come when the cotton is ready for picking; they leave as soon as the picking season is over, and in this way solve the problem of labor in both ways; on the hand when there is a lot of work to do and back on their reservation farms or cattle ranches, when the work is completed.

Market

"There is indeed a market for all the cotton that the Salt River valley can grow. It is pointed out by those in authority that a reasonable acreage is necessary to keep the markets assured for the Arizona products. The spinners like to know to a certainty that the necessary quantities can be obtained. The special cotton requires



Mesa Union High School Tribute to Cause of Education
Broad Thoroughfares Make Mesa Most Attractive City

special machinery, and goes into special fabrics, and so a considerable acreage must be grown each year to keep mills supplied and the choice product on the market. The high prices received this year are an indication of the demand and the market possibilities, but if only half the present price was received the crop is assured a great future.

"One more important advantage must be kept in mind. The true farmer knows the value of crop rotation. First, as a method of increasing the yield; second, as a means of improving the quality of the crop, and third, as a method of enriching the soil. Cotton with alfalfa make an ideal rotation system, and alfalfa also grows here to perfection. The growing importance of the dairy industry, there are 40,000 cows in the Salt River valley at this time, insures a permanent and steady demand for all alfalfa raised. It grows the year round; six cuttings of alfalfa are common and eight and ten tons to the acre can be easily grown with good farm methods. Keep in mind the value of rotation when considering any crop, or any locality.

Pima Cotton

Much is being said of Pima cotton. This is a further development of the Egyptian or Arizona long staple cotton. This fibre is very long and it commands the highest price of all cottons. The seed from this variety is selected from choice plants and in about two years the entire acreage in cotton in the Salt River valley will be planted in this most valuable variety. Agricultural officials who had most to do with the development of the cotton in the Salt River valley state that in the present year the acreage would be between 25,000 and 30,000. They also state there will be enough seed of the Pima variety to plant 6,000 acres in 1917, and expect that by 1918 there will be seed enough for the planting of the whole valley.

Thos new grade of cotton is not only of longer fibre, stronger and finer, but it possesses the advantage of maturing earlier than the other variety. The average return for all growing conditions, which are so unpropitious

Something About Quality

The remarkable feature about the quality of the cotton that is grown in the Salt River valley of Arizona is not only the unusual length of the fiber, averaging about one and one-half inches, but the fact that very carefully conducted laboratory tests show that it has the greatest textile strength of practically any cotton grown in the world.

Ginning

"The gin that is used on the Salt River valley cotton is the roller or knife gin. The machines that are used here are made in England and are the same as those used in Egypt and in the Sea Island cotton lands of the Atlantic coast. As compared with the saw gin used in the short staple cotton countries, they are much slower in their operation but do not hurt the lint. For this reason they have to be used on this Arizona Egyptian long staple cotton.

The Seed

"The cotton seed, which, in years gone by, was considered almost valueless, has become of almost as much importance as the cotton itself. Every body knows of the uses made of cotton to seed oil. Hardly a cook prepares a meal today but what cotton seed oil is used in some form or another. Aside from the oil, the remainder of the seed classes with the best grains for feeding purposes to all kinds of livestock. Two years ago the cotton planter in the Salt River valley received \$15 a ton for his seed, hardly to pay for ginning his bale of cotton. Today seed is worth \$45 a ton. This means that from each bale of cotton brought to the gin the seed will pay for the ginning, the planting, the chipping, the cultivation, the irrigation and the hauling of that bale of cotton to the gin, leaving the owner only the expense of picking his bale to be deducted from the price received for it.

There is one other feature we especially desire to impress upon you. It is strictly up to the grower whether he produces a crop or not. The majority of the growers, which are so unpropitious

able in the district where they depend upon the rainfall, can be controlled absolutely in this valley, where we have the finest irrigation system yet built by man. If you will properly prepare your land, set in plenty of seed, cultivate and irrigate in a husbandlike manner, you can go down to the harvest absolutely sure of crop. We have no boll weevil or cotton worm to threaten our crop, and the valley is so organized that any difficulties are handled scientifically, thoroughly and at once.

Results

"We want to submit a few examples of what has been done by cotton growers. These first results quoted were secured during earlier years of the crop in the Salt River valley. The same men today would undoubtedly secure much better results. Yields per acre are the average for each farm, the farms were from five to forty acres each. O. A. Warner, 655 pounds lint cotton per acre. Geo. Rogers, 675 pounds; M. C. Phelps, 754 pounds; J. Valenzuela, 447 pounds; Robert Bowen, 548 pounds; Abel and Ruse, 674 pounds; Lab brothers, 437 pounds; E. Parker and George O. D. Bullock, 586 pounds; E. E. Kill, 675 pounds of lint cotton per acre. The average is about 650 pounds per acre, which at 25 cents a pound, would net a profit of \$16.25 per acre. This year's prices have run as high as 50 cents a pound. The bulk of the crop has sold at over 32 1/2 cent per pound. Figure the profit yourself.

"Let us see what some farmer succeeded in doing with cotton. Here is one instance:

From one season's crop, L. C. Sloan paid half the cost of a sixty-acre tract or high-priced land in the Mesa district, Salt River valley.

"Sloan is a Kentuckian who started out to seek a new location several years ago. First he went to Oklahoma, which did not suit, and then he went to Colorado. Still he was dissatisfied, so he came to the Salt River valley.

"One year Sloan leased land, and he made so much money that he decided to own a farm of his own. Accordingly he made Dudley Lewis, a

GREAT STORE LEADS ALL IN FARM SUPPLIES

Mesa has the largest farm implement house in the Salt River valley. It is owned by the O. S. Stapley company. In the establishment are 35,000 feet of floor space. The store has a frontage of 50 feet and extends back 155 feet, with a large additional room for farm accessories.

Chain wagons, Oliver plows, the McCormick machinery and the Winona and Studebaker supplies are only a few of the lines handled by the O. S. Stapley company.

The Stapley business has so expanded that it has become necessary for Stapley to open another establishment, and this will be at Five Points, Phoenix. By the first of October next, Mr. Stapley announces, he will have at Five Points as large a stock as he now has at the Mesa store.

Stapley Co. specializes on retail trade, although they do some wholesaling, but they do not solicit it. All nearby towns are supplied with farm implements and all manner of hardware from the Stapley establishment. The store is complete in its stock, there being everything in the hardware line for the business house, the home and the farm. Paints of every description, varnishes, cooking utensils, stoves, tin ware, granitic ware, in fact, everything to be desired from a nail up can be found here, including auto tires.

O. S. Stapley established the store in 1894. At that time he had a stock valued at \$554. The stock now is worth \$300,000.

HIGH GRADE BRICK USED IN FINISHING

Vernor L. Clark, Maricopa county representative for the Los Angeles Brick company, had the contract for supplying all finishing brick for the beautiful banking home. He also supplied most of the rough brick, used in wall construction and the like.

The exterior of the structure is finished in Los Angeles pressed brick, known in the trade as cream brick. According to Mr. Clark, this is an exceptionally high grade brick, being equal to any on the market. The same quality brick was used as in the Studebaker garage in this city. About 18,000 faced brick were used in finishing the exterior.

A large quantity of enamel brick was also used in the interior finishing. Other brick used included rough brick, smooth faced brick and a few of the higher grades.

neighbor, a proposition for sixty acres of Lewis' fine farm.

"Lewis agreed to take \$180 an acre, \$1,800 to be paid down, and the remainder in installments of \$2,000 per year. Sloan accepted and paid the

(Continued on Page Eight)

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